

TDM Operating Assistance & Mobility Programs

Grants Workshop

November 7, 2019

Chris Arabia, Gabe Ortiz and Kathy Molin
Department of Rail and Public Transportation



Workshop Agenda

1. Welcome and Introductions
2. Grant Programs Available for TDM/Mobility Programs and Projects
3. Making Efficient Responsible Investments
4. TDM Operating Assistance Grant Program
 - Eligibility
 - Grant Program Goal
 - Grant Match Requirements
 - Application Requirements
 - Revenues and Other Funding
 - Expense Items
 - Application Evaluation Requirements and Review Process

Workshop Agenda

5. Mobility Programs Grant Program

- Eligibility
- Grant Program Goal
- Grant Match Requirements
- Application Requirements
- Revenues and Other Funding
- Expense Items
- Application Evaluation Requirements and Review Process

6. Application Guidance Resources

7. Application Schedule

Grant Programs Available for TDM/Mobility Programs & Projects

- TDM Operating Assistance
- Mobility Programs (formerly Transportation Management Projects Assistance)
- Intern
- Demonstration
- Technical Assistance
 - Studies
 - Research
 - Planning
- **Details on all DRPT grant programs, eligibility, requirements, etc., are in DRPT's Grant Program Application Guidance document located in DRPT's Online Grant Administration (OLGA) website under the News & Information section.**
- **Applications for funding for all of DRPT's grant programs must be submitted through DRPT's (OLGA) website (<https://olga.drpt.virginia.gov>). DRPT will not accept applications in any other manner than through OLGA.**



Making Efficient Responsible Investments

- Background of MERIT



- Applying MERIT principles to TDM grant programs
 - Good investments for the Commonwealth
 - Accountability
 - Measurability
 - Efficiency
 - Maximize results

Making Efficient Responsible Investments

Transportation Demand Management (TDM)

Or

Commuter Assistance Programs (CAP)



Making Efficient + Responsible Investments In Transit

+
Commuter Assistance Programs

MERIT for TDM Grant Programs

Application Issues/Problems to Solve

- Not enough program/project detail in OLGA application
- Lack of detail led to applicants submitting additional documents (scopes, Annual Work Plan)
- No explanation of expenses
- Each year a couple of applicants would enter their local match amount as other funding
- Some applicants wanted to know DRPT's priorities and what projects we will fund
- NOVA applicants receive funding from VDOT for Employer Outreach, but do not show that funding in their applications to DRPT
- Difficulty separating vanpool funding and results when vanpool program are part of the TDM Operating application



MERIT for TDM Grant Programs

Progress So Far

- Created a Supplemental Application to address OLGA application issues
 - Lack of detail
 - No explanation of expenses
- Created grant program goals and objectives and included these in the FY20 Grant Application Guidance
- Provided detail of types of programs and projects that are eligible
- Conducted survey to get feedback on changes
- Revised Project Agreements



FY20 TDM Grant Application Changes

Added **Supplemental Application** and more detail in Grant Application Guidance

- **Priority Programs/Projects**
 - Ridematching programs that match commuters in carpools, vanpools and transit that:
 - Increase the number of carpools
 - Increase the number of persons using carpools and vanpools
 - Increase transit ridership
 - Increase bike and bike share usage for work commute trips
- **Program Goals**
 - Congestion Mitigation (The primary goal for the Northern Virginia, Hampton Roads and Richmond regions)
 - Reduce/eliminate auto trips
 - Shift single occupant auto trips to non-auto and higher occupancy auto trips
 - Shift auto trips to off peak times
 - Increase person throughput on congested corridors
 - Increase auto occupancy
 - Increase Use of High Occupancy Transportation and Non-Auto Modes
 - Form new carpools and add riders in carpools and vanpools
 - Increase transit ridership
 - Increase bike share ridership
 - Reduce Auto Related Emissions (A primary goal for the Northern Virginia, Hampton Roads and Richmond regions)

FY20 TDM Grant Application Issues

- **Service Area**
 - Areas were too broad and without priority target areas
 - Some cited total population as a target and did not quantify just workforce population
- **Problem to Be Solved**
 - Many stated “research shows” but did not cite specific research or provide the research
 - There was a lot of traffic congestion is bad, but no data to support the claim
- **Goals**
 - Goals were often aspirational and unmeasurable
 - Goals did not reflect DRPT’s goals as written in the Grant Application Guidance

FY20 TDM Grant Application Issues

- **Budget Detail**

- The budget categories and amounts were different in the OLGA application and supplemental application
- Description of expenses in a budget category included items that should be in another category. (e.g. travel expenses listed in Education & Training)
- Not all funding sources were shown in the application

- **Program Components**

- Most Northern Virginia applicants did not mention their association with Commuter Connections
- Applicants did not mention entering commuters in the ridematching database or use of the database
- Some Northern Virginia applicants did not mention the ACT Employer Outreach database

FY21 TDM Grant Application Changes

Revised **Supplemental Application** and simplified grant program goal

- **Application Revisions**
 - Simplified and more direct Q&A approach
 - No need to “justify” program
 - Need to explain how program reduces SOVs
- **One Program Goal**
 - Congestion Mitigation
 - Reduce/eliminate single occupant auto trips

TDM Operating Assistance

- Program Description
 - Provides funding to support the operation of Commuter Assistance Programs (CAP) that serve the public and reduce single occupant vehicle trips, and increase carpool, vanpool, and transit use.
 - State Funding: Up to 80% of eligible expenses; Local Match: 20%
- Eligible Applicants
 - Existing operators of Commuter Assistance Programs (CAP) in Virginia



TDM Operating Program Goal

- To mitigate traffic congestion, which is the elimination of single occupant vehicle (SOV) and auto trips by shifting SOV trips to carpool, vanpool, and transit.
- Increase carpooling
- Increase applicant matching in ridematching database
- Applicants must demonstrate that their program achieves measureable congestion mitigation.



TDM Operating Eligible Expenses

- Funds the general day-to-day operations of a Commuter Assistance Program (CAP), including ridematching services, and marketing and promotion of ridematching and non-SOV travel modes.
- Should be necessary for the overall operation and implementation of your CAP program, be both reasonable in their nature and amount, and contribute to the goal of measurable congestion mitigation. Some of the expenses allowed are:
 - Advertising, marketing, and promotional media including design and ad placement (marketing should NOT be primarily transit.) It must include other congestion mitigation modes such as carpool, Guaranteed Ride Home/Emergency Ride Home benefits, and behavioral change messaging)
 - Printing and reproduction of promotional and marketing materials (printing and reproduction of bus and transit schedules are NOT eligible).
 - Promotional items with a value of \$5 or less (total promotional item expenses must not exceed 5% of the total program expenses, minus salaries and wages, fringe benefits and indirect costs)

TDM Operating Eligible Expenses cont.

- Ridematching system service fees and operations
- Gift cards and gas/fuel cards with a value of no more than \$5.00
- Salaries, wages, and fringe benefits of program employees
- Training and education directly related to the operation of a commuter assistance program (**only for primary program employees**)
- Travel expenses of primary program operations staff, in accordance with all federal, state, and DRPT regulations

When deciding on what expenses to include...

Ask yourself – How is this expense reducing SOVs?

How would your Board feel if the expense was made public?

Not quite sure? Contact your DRPT Program Manager



TDM Operating Ineligible Expenses

- **Employer Outreach programs (use Mobility Programs grant application)**
- **Telework programs (use Mobility Programs grant application)**
- **Vanpool programs for the formation, assistance, and promotion of vanpools, including program staff expenses, incentives, financial assistance and marketing (use Mobility Programs grant application)**
- Capital expenses (computers, printers, mobile phones, copiers, plotters, other day-to-day electronic equipment, furniture, bicycles, bike racks, bike lockers, bike repair stations, vehicles, construction or leasing or park-and-ride-lots, etc.)
- Meals, food and beverages, no alcohol
- Transit or other transportation service fare discounts or buy-downs
- Commuter Stores

Revenues and Other Funding

- Applicants are required to report all revenues generated by the program and other sources of funding used for the program in their application. Revenues and funding include, but not limited to:
 - Revenue generated by the sale of promotional items
 - Advertising or sponsorship revenue
 - Fees received
 - Revenue from the sale of transit passes or other items
 - Donations from individuals or organizations
 - Funding from state agencies
 - Funding from federal sources or other entities
 - Funding from counties or cities received by TMAs
 - Membership dues received



Grant Match Requirements

- The TDM Operating Assistance program provides state funding –
 - Up to eighty percent (80%) of eligible expenses
 - Grant applicants must provide a twenty percent (20%) local cash match.

**State and federal funds may not be used for local match

**The use of in-kind is not allowable.

DO NOT enter the local match amount in the OLGA application!

- The governing board of an applicant agency must commit to providing the local matching funds.
 - Adoption or signing of a resolution that commits the agency to the local match
 - Attach signed or adopted resolution that commit to funding to the local match to the application in OLGA.

Application Requirements

- Applications are made on DRPTs Online Grant Administration Website (OLGA)
 - OLGA account users - Log into OLGA
 - Select Grant Applications
 - Select Public Transportation/TDM Applications
 - Finally, select the TDM Operating Assistance Application
 - **Applicants must have a TDM Plan and have submitted that plan to DRPT prior to their application
- One year (12 month) grant program – July 1- June 30th
- Two parts
 - 1st – complete the online application
 - 2nd – download the TDM Operating Assistance Supplemental Application, complete in its entirety and attach to the online application
 - BUDGET SHOULD BE VERY DETAILED, as well as the justification and schedule

Application Requirements cont.

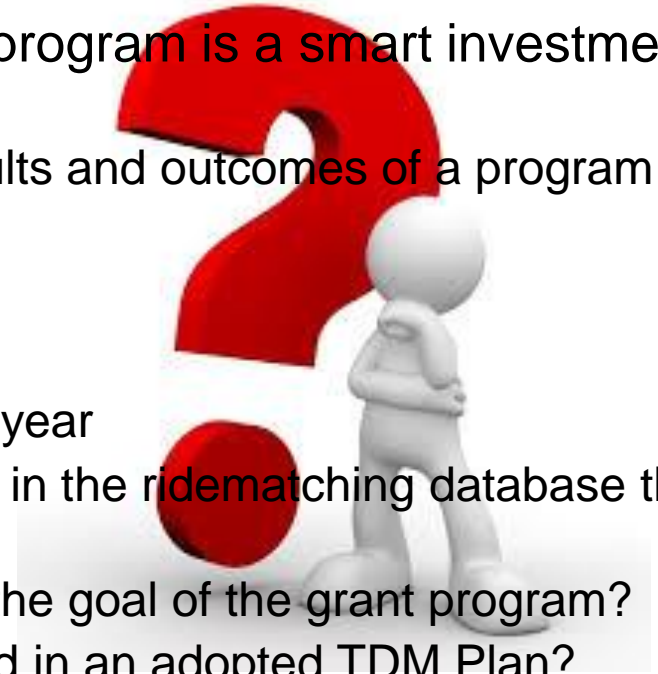
- Guidance and Requirements for Completing the Online Portion of the Application
 - Program Information
 - Program Name
 - Program Description – detailed description of the operation of your program, specific components of your program, how it will be implemented, and how funds will be spent.
 - Program Justification – details on how your program will meet the TDM Operating Assistance Grant programs goals – reducing SOVs in the programs service area
 - Program Manager – Name, title, contact information, not contractor(s)
 - Program Budget
 - Other Funding Sources – Funding sources, other than the TDM operating assistance grant, that will be used to fund your CAP program. **DO NOT enter the local match amount.**
 - Revenues – Any revenue generated from the operation of the program.
 - Operating Expenses – All expense items from the dropdown list to show all operating expenses for your CAP program. Avoid using the “other” category. If you don’t see a category in the dropdown list, call your program manager.
 - Program Schedules
 - Program Schedule – July 1st – June 30th the following year
 - Milestones/Events – Significant operational milestones (include dates)
 - Attachments – supplemental application is a required attachment, a signed or adopted resolution from the governing board or certification for the CEO station local cash funds are committed for the program.

Application Requirements cont.

- Guidance and Requirements for Completing the Supplemental Application Form
 - Supplemental Application
 - Download the Supplemental Application form from OLGA and complete all sections of the form. Attach the completed form to the online application in OLGA before submitting the application.
 - ** Please note – the attached form must be in Microsoft Word format to allow for DRPT to review and add notes and comments.
 - The Supplemental Application asks for more details about the program, including expenditure details, staffing, program components, expected results/outcomes, how the results/outcomes will be measured, and how the program will achieve results/outcomes.
 - ***Your expense items and budget amounts used in the OLGA application must match with those used in your Supplemental Application.***

Application Evaluation Criteria

- DRPT evaluates applications based on if the program is a smart investment for the Commonwealth.
 - Evaluated based on the realistic expected results and outcomes of a program
- Grant Award Criteria
 - Cost per SOV trip reduced in prior year
 - Cost per vehicle mile traveled reduced in prior year
 - Number of new ridematching requests entered in the ridematching database the prior year
 - Does the program and its components satisfy the goal of the grant program?
 - Are all the components of the program included in an adopted TDM Plan?
 - Are the program and all components well defined and contain adequate detail of operation and expenses?
 - Has the applicant adequately identified a local cash match?
 - Number of progress and results of current and open and executed grants for the applicant agency.



Mobility Programs Grant Program

- Eligible Applicants
- Grant Program Goal
 - Results/outcome focused
 - Measurable mitigation congestion
- Eligible Programs and Projects
 - Employer Outreach
 - Increase number of employees offering commuter benefits, increase number of employees using transit, carpool, and vanpool
 - Telework
 - Increase telework programs and teleworkers
 - Vanpool
 - New vanpools, increase ridership, provide assistance, collect data



Mobility Programs Grant Program

- Grant Match Requirements
 - The Mobility Programs grant program provides state funding up to eighty percent (80%) of eligible expenses. Grant applicants must provide a twenty percent (20%) local cash match.
- Application Requirements
 - Online Grant Administration website (OLGA)
 - Mobility Programs Supplemental Application – do not .pdf
 - Grants can be up to 2 years
- Program Budget
 - Other Funding Sources
 - Revenue

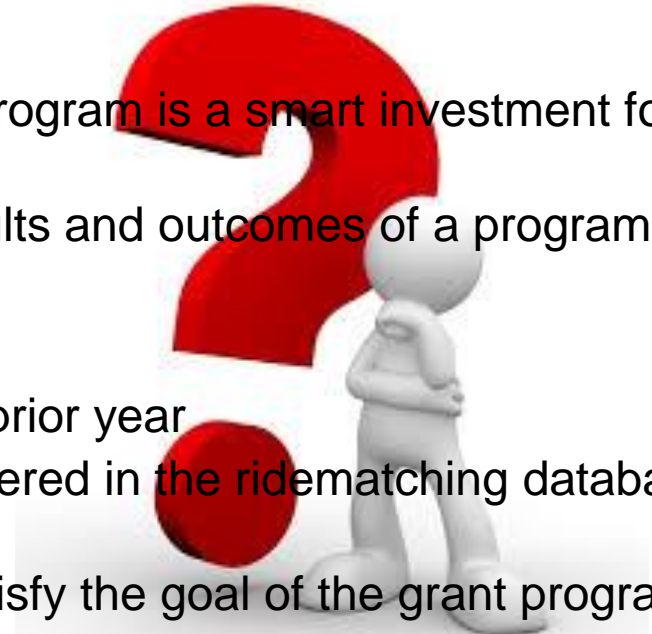


Mobility Programs Grant Program

- Expense Items for OLGA and Supplemental Application
 - The Expense Items and budget amounts used in the OLGA application must match with those used in the Supplemental Application.
 - Budget Details in Supplemental Application
 - Salaries and Wages
 - Make sure to include hours
 - Travel
 - Overnight travel needs to be preapproved and mentioned in Supplemental Application
 - Professional Services
 - ONLY list hours charged by contractor

Mobility Programs Grant Program

- Application Evaluation Criteria and Process
 - DRPT evaluates applications based on if the program is a smart investment for the Commonwealth.
 - Evaluated based on the realistic expected results and outcomes of a program
 - Grant Award Criteria
 - Cost per SOV trip reduced in prior year
 - Cost per vehicle mile traveled reduced in prior year
 - Number of new ridematching requests entered in the ridematching database the prior year
 - Does the program and its components satisfy the goal of the grant program?
 - Are all the components of the program included in an adopted TDM Plan?
 - Are the program and all components well defined and contain adequate detail of operation and expenses?
 - Has the applicant adequately identified a local cash match?
 - Number of progress and results of current and open and executed grants for the applicant agency.



Mobility Programs Grant Program

- Application Review Process
 - We will revise actual applications with any changes or additions using Microsoft Word Document track changes
 - Important not to .pdf the Supplemental Application
 - Will project achieve the grant's specified goal? Know the grants goal!
 - Has success for project been identified?
 - Has a way to determine the success of the project been stated?



Application Guidance

- How is this expense increasing the trip reduction results?
- Use existing incentives
 - Commuter Connections Pool Rewards
- Only one conference per year
 - Essential program staff only (up to 2)
- Earn Commuter Choice Certificate
 - Essential program staff only



Commuter Choice Certificate



Commuter Choice Certificate

A comprehensive training program to influence the intensity, timing and spatial distribution of transportation demand to reduce the impact of traffic and enhance access by improving the knowledge and skills of transportation professionals. Need to earn 80 credits for the certificate. Classes are online with an in-person workshop.

Course offerings and online registration can be found at:

<http://www.commuterservices.com/training/2019-commuter-choice-certificate-schedule-and-registration/>

<http://listserv.usf.edu/scripts/wa.exe?HOME>

Application Guidance – Expense Items Advertising & Promotion Media



Acct Line item 2360 – include expenditures media buys for advertising

Application Guidance – Expense Items

Salaries and Wages



Acct Line Item – 2110 – List the staff names and titles, description of duties for this program/project and the percentage of total salaries and wages charged to this program/project. Attaching staff's official job description is helpful.



Application Guidance – Expense Items

Travel



Acct Line Item 2310 – List the types of travel (overnight or day to day) to be charged and what travel charges are covered by this budget. Include the names and locations of workshops and similar travel, especially if overnight travel will be needed. Do not include conference registration in this line item. *ALL DRPT grant recipients, whether state or federal funding, are required to follow the Commonwealth of Virginia’s travel regulations. The Commonwealth of Virginia uses the U.S. General Services Administration (GSA) rates for lodging and meals and incidentals expenses (M&IE) and the IRS mileage rate.*

Overnight travel must receive pre-check review from DRPT.

Application Guidance for Marketing

- Have a marketing plan
- Include Try Transit Week and Bike to Work Week (TDM Operating)
 - DRPT provides marketing graphics and materials
 - Co-branding opportunity
 - Statewide websites
 - TryTransitva.org
 - Biketoworkva.org
 - Try Transit Week contest
 - Do not create a competing contest



Try TRANSIT WEEK
Explore Public Transit Today!

The Virginia Department of Rail and Public Transportation (DRPT) encourages you to **leave your car at home** during Virginia's Try Transit Week, Sept. 16-20, and explore some of Virginia's great transit options.

Enter to win free transit today at
TryTransitWeek.org

WIN FREE TRANSIT FOR A YEAR

Take the pledge to try transit during Try Transit Week and be entered to win a year of free transit service and a pair of round-trip Amtrak tickets. Other prizes include monthly passes for transit service in areas throughout Virginia.

Complete contest rules can be found at TryTransitWeek.org.

DRPT
Virginia Department of Rail and Public Transportation

TRAFIX
Computer Systems

Application Guidance for Marketing

- Include Telework Week (Employer Outreach or Telework program)
 - DRPT provides marketing graphics and materials
 - Co-branding opportunity
 - Statewide website
 - Teleworkva.org



Application Guidance

DRPT's guidance and assistance is available now until application submission deadline

- **Helpful Documents available on the OLGA website under News & Information** <https://olga.drpt.virginia.gov>
 - Grant Program Application Guidance
 - Application Schedule & Documents
- **Phone calls and meetings with your DRPT Program Manager**



Application Schedule

- **Now through February 3 – Contact your DRPT Program Manager** to discuss program/project ideas, application development, expenses and budgets, documents/data needed, measurement of success
- **December 1** – OLGA application submission opens
- **February 3** – OLGA application closes (last day to submit an application)
- **February – March** – DRPT application review
- **April** – DRPT draft SYIP
- **June** – CTB approval of SYIP
- **July** – DRPT grant agreements